



**Date:** December 30, 2014  
**To:** Patrick H. West, City Manager *T.H.W.*  
**From:** Amy J. Bodek, Director of Development Services *AJB*  
**For:** Honorable Mayor and Members of the City Council  
**Subject:** Federal Department of Housing and Urban Development (HUD) Promise Zone Application Update

---

In August 2014, Mayor Garcia requested that the City consider applying for the Federal Department of Housing and Urban Development (HUD) Promise Zone Designation. The City Manager's Office then convened a meeting with City Departments to discuss the preparation and submission of a Promise Zone Application. The Department of Development Services Grant Administration Division prepared the grant application with oversight by the City Manager's Office. The Promise Zone Application goals focus on (1) reducing violent crime, (2) improving educational opportunities, (3) increasing economic activity, (4) promoting and creating jobs, and (5) improving livability.

#### Federal Promise Zone Overview

In the 2013 State of the Union address, President Obama announced that he would designate twenty Promise Zones nationwide where the Administration would partner with local leaders to create jobs, increase economic activity, improve educational opportunities, and reduce violent crime.

The Promise Zone Designation does not come with direct grant funding. However, if awarded, the Promise Zone Designation is for a term of ten years. For a jurisdiction to be eligible for a Promise Zone Designation the following criteria must be met: (1) encompass one or more census tracts or portions of census tracts across a contiguous geography, (2) an overall poverty rate at or above 33 percent, (3) encompass a population of at least 10,000 but no more than 200,000 residents, and (4) local leadership must demonstrate commitment to the Promise Zone effort.

Promise Zone Designated jurisdictions are assigned federal staff to assist in navigating the federal grants and programs. In addition, eligible applicants in Promise Zone areas will receive preference for certain competitive federal programs and technical assistance. The Promise Zone Designation includes coordination and support from the following twelve federal government agencies: U.S. Department of Agriculture, U.S. Department of Commerce, Corporation for National and Community Service, U.S. Department of Education, U.S. Department of Health and Human Services, U.S. Department of Housing and Urban Development, U.S. Department of Justice, U.S. Department of Labor, National Endowment for the Arts, Small Business

Administration, U.S. Department of Transportation, and U.S. Department of the Treasury.

#### Long Beach Promise Zone

The Central-West Long Beach area was selected for the proposed Promise Zone Designation target area based on four data points provided by the HUD Data-Mapping Tool. It was selected based on the area's extremely high poverty rate of 41.02 percent, a high violent crime rate of 9.08 incidents per 1,000 residents, an unemployment rate of 16.01 percent, and a vacancy rate of 2.86 percent. The selected area demonstrated the highest need based on the four data points, size of the area, and population, which created the most competitive application for the City of Long Beach. The Central-West area of Long Beach encompasses parts of Council Districts 1, 2, 4, 6, and 7. (See attached Long Beach Promise Zone Map.)

Once the Promise Zone area was selected, staff compiled and analyzed all current city and community initiatives in Long Beach. The City of Long Beach's recently adopted *Safe Long Beach Violence Prevention Plan* served as the foundation for the strategy of revitalizing Central-West Long Beach in conjunction with several other initiatives. To create a coordinated and robust effort, the City engaged eleven implementation partners throughout the planning process to ensure effective and efficient collaborations. The eleven partners include several City Departments, City Attorney, City Prosecutor, Port of Long Beach, California State University, Long Beach, Long Beach Community College, Long Beach Unified School District, Centro Community Hispanic Association, The Children's Clinic, Long Beach Transit, and St. Mary Medical Center. These partners signed a Preliminary Implementation Partners Memorandum of Understanding (MOU). Additionally, ten supporting partners made up of nongovernmental organizations receiving federal funding signed a Preliminary Supporting Partners MOU.

The HUD Promise Zone Application submitted by the City of Long Beach proposes to reduce violent crime, improve educational opportunities from preschool to adulthood, increase economic activity, promote and create jobs, and improve livability in the targeted area. These goals set forth by the City have detailed subgoals and action steps that work concentrically to shape a framework for community residents to fully participate in their education, job development, and community enhancement. The action steps also build upon and strengthen relationships between educational institutions and the City's top employers to ensure curriculum alignment, internships, and job placement.

Mayor Robert Garcia provided the attached letter of support for the Promise Zone Application as did Congressmembers Lowenthal (D-CA47) and Hahn (D-CA44), Senators Boxer and Feinstein, and Los Angeles County Board of Supervisor Don Knabe. Furthermore, Mayor Garcia engaged several local

foundations and philanthropic organizations in conversations about financially supporting the Promise Zone Designation. Fourteen philanthropic partners, including The California Endowment, Annenberg Foundation, and First 5 LA, signed a letter of support for the Long Beach Promise Zone application stating they would support future programs and initiatives in the Promise Zone area with funding and technical assistance.

The City of Long Beach submitted a Federal Promise Zone Application on November 20, 2014. The Federal Department of Housing and Urban Development is expected to announce the selected Promise Zone designations in early 2015.

For further information regarding the Federal Promise Zone Designation, please contact Angela Reynolds, Deputy Director of Development, at ext. 8-6369, or Tracy Colunga, Community Development Specialist, at ext. 8-4413.

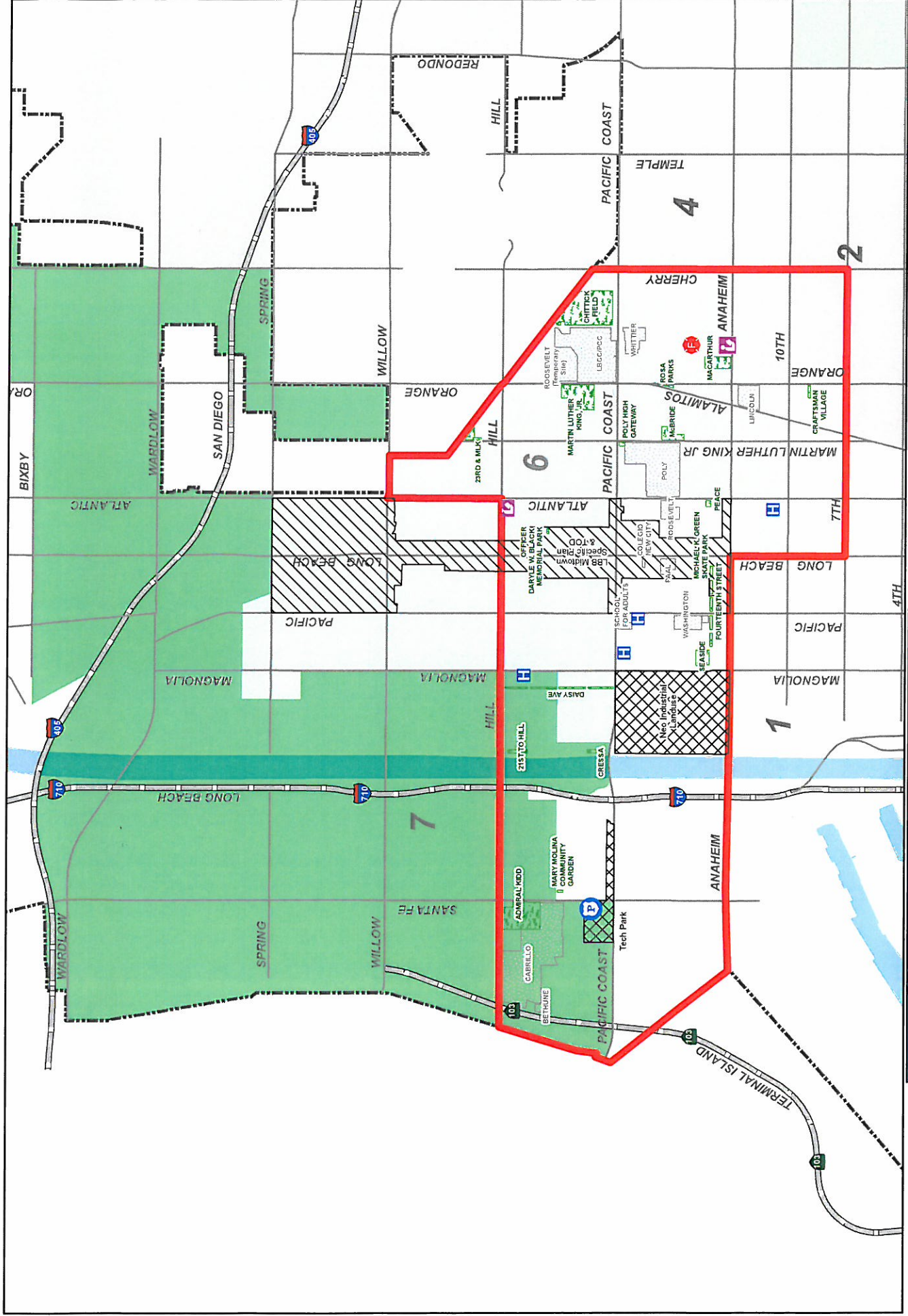
AJB:AR:tc:ajd  
Q:\TFF\TFF Promise Zone v8.docx

Attachments: Long Beach Promise Zone Map  
Mayor Garcia's Letter of Support

cc: Tom Modica, Assistant City Manager  
Angela Reynolds, Deputy Director of Development  
Diana Tang, Government Affairs Manager



# Proposed Long Beach Federal Promise Zone



Target Area ID	Proposed Zone	Population	Poverty Rate	Employment Rate	Vacancy Rate	Number of Housing Units	Area Description
X1	LB Promise Zone	75,228	41.02%	83.99%	2.86%	21,330	Police Beat 2, 4, 5 & 7



**MAYOR ROBERT GARCIA**  
CITY OF LONG BEACH

November 18, 2014

Honorable Julian Castro  
U.S. Department of Housing & Urban Development  
451 7<sup>th</sup> St, S.W.  
Washington, D.C. 20410

**Re: U.S. Department of Housing and Urban Development Promise Zone Grant Application – Support for the City of Long Beach**

Dear Secretary Castro,

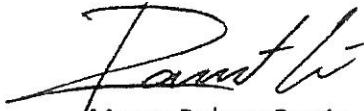
On behalf of the City of Long Beach, I write in strong support of the City's application for a Promise Zone designation in central Long Beach by the U.S. Department of Housing and Urban Development. Long Beach is a prime candidate for this designation, especially considering the wealth of existing and on-going investments that have been made by the City, local non-profit organizations, educational institutions and our Pacific Gateway Workforce Investment Board to improve livability in the City, and especially in the area that is proposed as the City's Promise Zone.

Long Beach has chosen to focus our Promise Zone application on central Long Beach. This is a neighborhood that has consistently faced disproportionately high levels of social disorganization, blight and poverty. It is also the area of Long Beach that has endured, and continues to endure, the most violent crime. In recognition of the poverty, crime and other social challenges that exist in this area, the City developed a citywide Violence Prevention Plan, known as *Safe Long Beach*, oriented towards creating and sustaining conditions of long-term safety, rather simply than accepting violence and trying to prevent it.

Our intention is to use the Promise Zone designation to leverage existing City assets, such as *Safe Long Beach*, with programs and policies that are in place at partner organizations through the City to promote a safer and healthier environment in central Long Beach. This includes promoting incentives for public and private investment within the Promise Zone area, helping the community make better affordable housing choices, and providing access job opportunities.

Given the need for federal support in central Long Beach, and local resources that have already been deployed to reduce crime and promote economic growth in the City, Long Beach urges you to designate central Long Beach as a federal Promise Zone.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Garcia", written in a cursive style.

Mayor Robert Garcia  
City of Long Beach